

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.





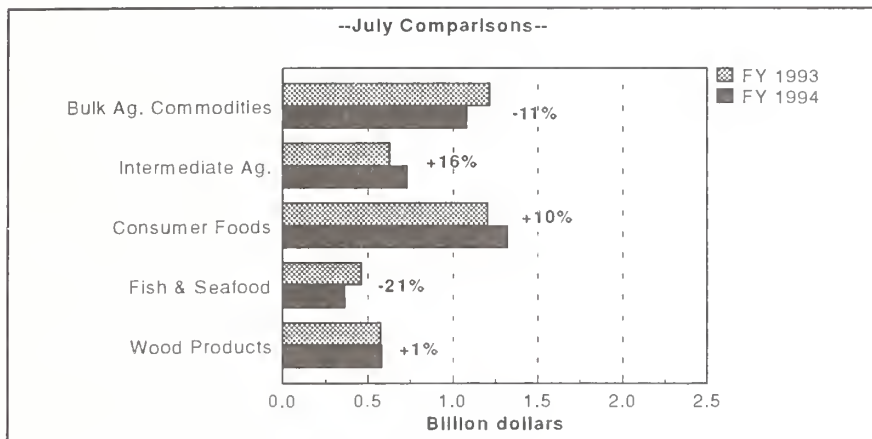
# Agricultural Trade Highlights

ATH 900/  
A 37

c2

## Exports Rise 3 Percent in July

*Double-digit Growth for Consumer Foods Continues*



July trade statistics released on September 20 by the Commerce Department placed the value of U.S. exports of *agricultural, fish and wood products* at \$4.1 billion, or virtually unchanged from the same month last year. Agricultural exports alone totaled \$3.1 billion, up 3 percent from the same month last year, as increased shipments of intermediate and consumer-oriented products continued to offset a decline in bulk exports.

July shipments brought U.S. exports of agricultural, fish and wood products to \$44.4 billion for the first ten months of fiscal 1994. This is virtually the same pace set last year which ended in a record \$52.7 billion. Likewise, at \$36.4 billion, agricultural exports are virtually unchanged from last year. So far this year, lower shipments of bulk commodities, fish, and wood product shipments have been offset by increased shipments of intermediate and consumer-oriented products.

At \$1.1 billion in July, U.S. exports of *bulk commodities* continue to struggle, off 11 percent from the same month last year. Double-digit declines for soybeans, wheat and tobacco more than offset unusually strong gains for cotton

and rice exports. Cotton sales have been sharply higher in recent months due to strong demand from China. July's performance brought bulk commodity exports to \$15.3 billion for the first ten months of fiscal 1994, or 7 percent less than the same period last year.

*Intermediate products* exports reached \$735 million in July, up 16 percent from the same month last year. Broad-based gains were recorded in 10 of the 12 major product groups. Especially large dollar gains were recorded for vegetable oils (excluding soybean oil), soybean meal and hides and skins. July's performance leaves intermediate product exports at \$7.8 billion for the first ten months of fiscal 1994, up 2 percent from the same period last year. At this pace, these high-value products will likely fall slightly short of the record high \$9.2 billion set in 1992.

*Consumer-oriented* exports reached \$1.3 billion in July, or 10 percent ahead of the same month last year. Export gains were broad-based with shipments rising in 14 of the 16 major product groups. Most product groups registered double-digit gains over previous year levels. Especially large

dollar gains were recorded for wine and beer, poultry meat, tree nuts, juices, and fresh vegetables. July's performance brought consumer food sales to \$13.3 billion for the first ten months of fiscal 1994, up 10 percent from the same period last year. These high-value products are expected to reach a new record \$16 billion in 1994.

At \$367 million in July, U.S. *edible fish and seafood* exports were down 21 percent from the same month last year largely due to reduced sales to Japan. July's performance leaves U.S. exports of fish and seafood products at \$2.2 billion for the first ten months of fiscal 1994, down 7 percent from the same period last year. U.S. *wood product* exports reached \$586 million in July, or virtually unchanged from the same month last year. U.S. exports of wood products totaled \$5.7 billion for the first ten months of fiscal 1994, down 7 percent from the same period last year.

On August 26, the World Agricultural Outlook Board released its first *fiscal 1995 trade projections*. Exports are expected to rise \$500 million from the current-year forecast to \$43 billion. Imports are expected to rise \$2 billion to \$27.5 billion in fiscal 1995, largely due to a sharp rise in coffee prices.

### Inside This Issue...

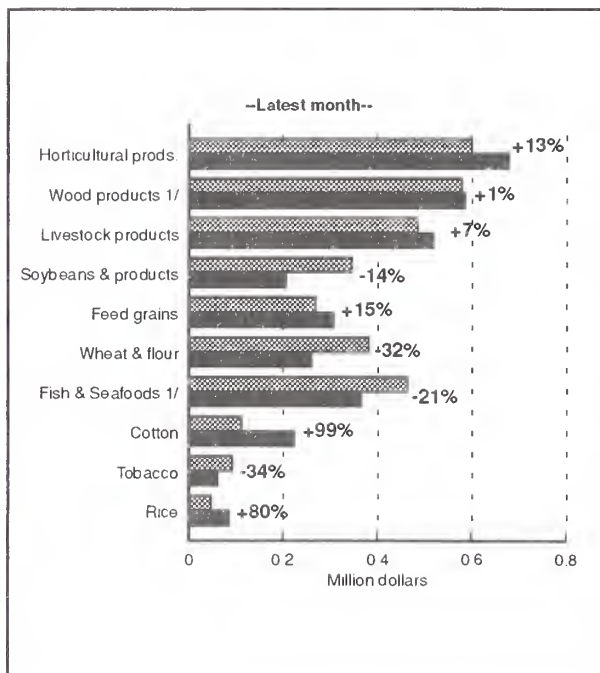
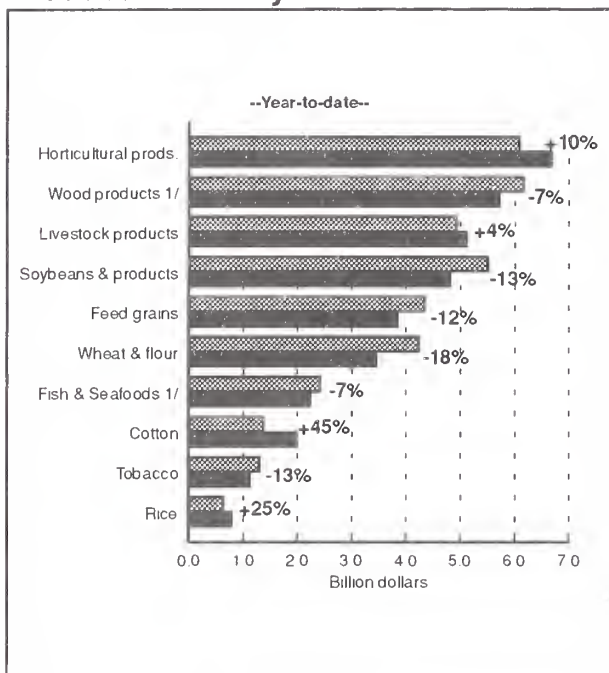
	Page
Consumer Food Highlights	3
COUNTRY SPOTLIGHT:	
Hong Kong	5
PRODUCT SPOTLIGHT:	
Beer	10
Trade Policy Updates	14
Market Updates	16
U.S. Agricultural Exports:	
By Commodity Type	18
By Commodity Group	19
By Region	20
Foreign Exchange Rates	21

# U.S. Agricultural Export Summaries

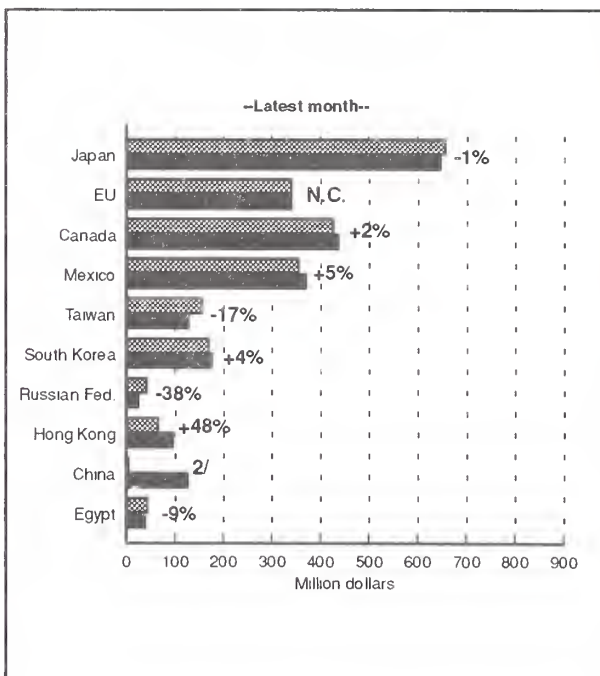
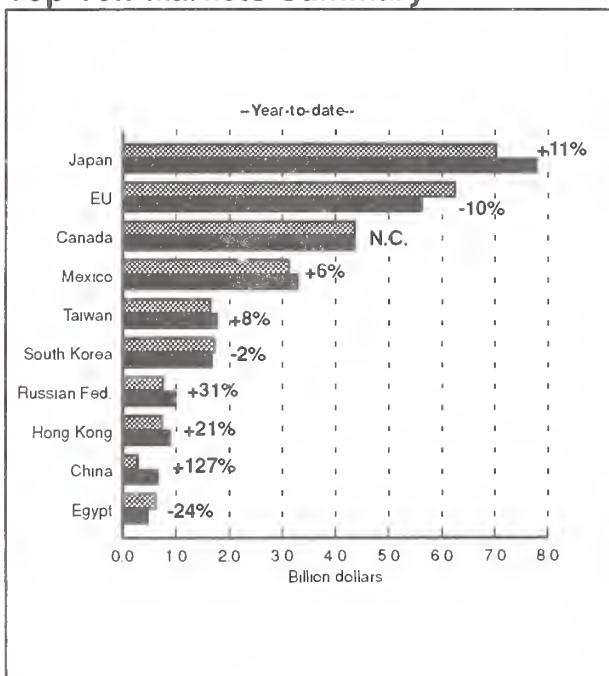
## October-July and Latest Month Comparisons

FY '93 FY '94

### Product Summary



### Top Ten Markets Summary



Note: Percentages are computed as the change from a year ago.

1/ Not included in agricultural totals.

2/ Negligible exports reported during comparable period last year.



# Consumer Food Highlights

*At \$9.2 billion for the first 7 months of 1994, U.S. consumer food exports were 10.5 percent ahead from last year's record-setting pace. Fresh fruit, poultry, tree nuts, snack foods, breakfast cereals, prepared red meats and pet foods are leading the growth with double-digit gains this year*

*Chilled/frozen red meat* exports totaled \$1.8 billion during the first 7 months of 1994, a 2-percent increase over the same period last year. At \$1.2 billion, export value for chilled/frozen beef was up 8 percent while export volume was up 20 percent. This is largely due to lower prices on beef shipped to Japan. Following beef, variety meats and pork rank a distant second and third with year-to-date sales at \$300 million and \$242 million, respectively. Pork shipments continue at the same pace set last year. Lower sales to Canada and lower prices on pork sold to Japan have been offset by stronger sales to Mexico, the second largest market.

Exports of *fresh fruit* totaled \$1.1 billion during the first seven months of 1994, a 13-percent increase over the same period last year which ended in record export sales. Apples are the fruit driving the increase in fresh fruit sales. Apple shipments in July reached nearly \$29 million or 71-percent ahead of shipments for July 1993. Fruit sales to Mexico have already reached an annual record of \$104 million. This year Mexico has emerged as the third largest U.S. fruit market after Canada and Japan.

Exports of *processed fruit and vegetables* totaled \$922 million for the first 7 months of 1994, a 2-percent increase over the same period last year which ended in record sales. Increased exports of dried fruits, frozen vegetables and dehydrated vegetables have offset declines for other processed fruit and vegetables. Higher prices for raisins and prunes is the main reason for increased dried fruit sales now totaling \$302 million or 10 percent above the same period last year. The major markets are the EU, Japan and Canada. At \$176 million, frozen vegetable exports are running 12 percent ahead of last year's level. This is mostly due to

the on-going rise in french fry sales to Japan and other East Asian countries, but sweet corn also continues to do well.

Sales of *tree nuts* in the first seven months of 1994 reached \$526 million. This is 28 percent ahead of last year's record setting pace. Higher almond prices continue to be a major factor in rising export value. This is partially reflected in exports to the EU which reached \$260 million or 51 percent higher than the same period last year. Continued high almond prices is attracting Spanish growers to increase almond tree acreage - indicating a more competitive market in the future. Shipments to Japan are 25 percent ahead of last year's record setting pace, reaching \$76 million for the first 7 months of this year. Sensitivity to higher prices has contributed to a 7-percent decline in nut sales to Mexico.

Exports of *fresh vegetables* reached \$624 million, off 4 percent in the first 7 months of this year compared to the same period last year. A 15-percent decline in shipments to Canada is responsible for the decline. The decline in shipments to Canada was across the board for all types of vegetables. In contrast there were sharp sales gains of 73-percent to Japan. Exports to Japan in the first 7 months of this year have reached \$101 million. This is just short of 1993's record level. The leading export items are onions, cauliflower, broccoli, asparagus and sweet corn.

Exports of *dairy products* totaled \$424 million during the first 7 months of 1994, or 9 percent lower than the same period last year. Most of the decline was due to a \$66-million drop in dry milk sales, which more than offset smaller gains for fluid milk, yogurt and ice cream. Shipments of dry milk powder to Mexico are down sharply

this year due to a start-up delay in the Dairy Export Incentive Program (DEIP). Ice cream exports have done well so far this year, up 24 percent to \$50 million, with brisk sales to Japan leading the way. Ice cream sales to the EU are down somewhat due to lower shipments to the United Kingdom and France. Smaller, high-growth markets for ice cream include the former Soviet Union, Singapore and South Korea.

*Wine and beer* exports totaled \$303 million during the first 7 months of 1994, a 35-percent increase over the same period last year. Beer accounted for most of the gain with a \$74 million increase to \$196 million. Wine sales volumes to all major markets remain relatively flat with a modest gain in export value. Lower consumer spending in Japan, stiff price competition in the UK and the move by U.S. winegrowers to sell more expensive varietals have slowed the expansion of wine exports since 1992.

*Prepared/preserved red meat* exports totaled \$132 million, or 20 percent ahead of the pace set last year. At \$61 million, sausages and bologna are the largest product group. Sales of all red meat products, including bacon and beef jerky, to Mexico and Japan jumped sharply this year, up 38 and 29 percent, respectively. Sales to Mexico are well on their way to a new record this year.

Exports of *nursery products* reached \$121 million, down 12 percent from last year's level. Virtually the entire sales slump is due to lower cut foliage shipments. The Netherlands is the largest market for this product (mostly ferns and cuttings from other low-growing plants), which is used as greenery for Dutch bouquets shipped mainly to other European countries. Lower prices offered by Central American suppliers and on-going preferential duty treatment are largely responsible for the drop in sales.

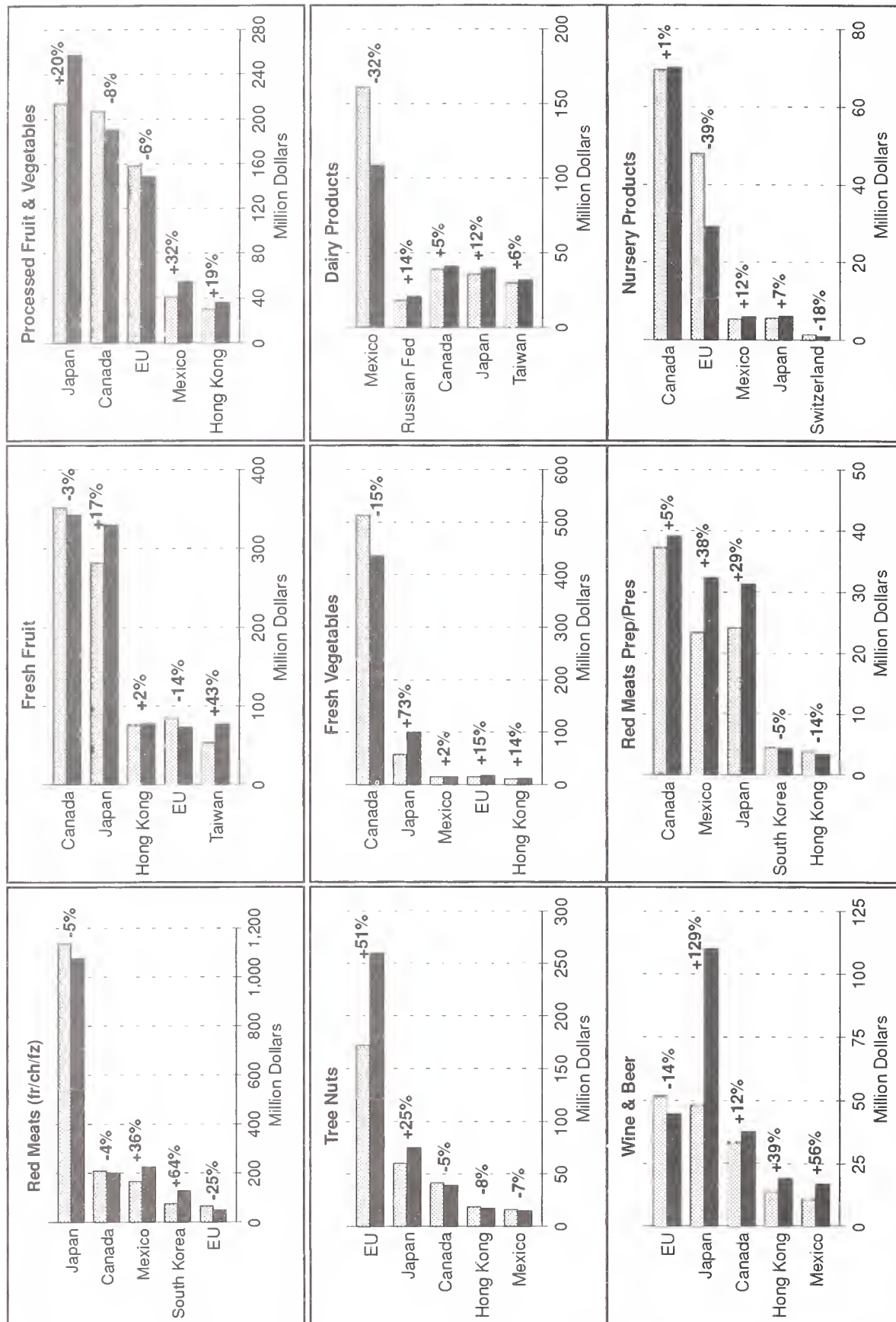
*For more information, contact Robert Tse at (202) 720-1034.*

# Top Five Markets for Selected U.S. Consumer Foods

January Through July Comparisons

CY '93

CY '94



Notes: 1/Relatively negligible exports reported during comparable period last year. Percentages are computed as the change from 1993 to 1994. Countries are ranked from highest to lowest based on full CY 1993 exports.

# Country Spotlight: Hong Kong

*Hong Kong is well on its way towards becoming the next billion dollar market for U.S. agricultural products in 1994. With continued prosperity and one of the highest per capita incomes in Asia, the six million residents of Hong Kong are eager consumers of U.S. foods. Strategically located as the gateway to the booming economy of southern China, Hong Kong is also a major re-export center for U.S. products bound for China. The widespread prosperity of Hong Kong is also reflected in a retail food revolution that is sweeping Asia.*

**By Robert Tse**

The six million residents of Hong Kong represent the leading edge of prosperity in the Pacific Rim, and in particular China. Widespread and sustained prosperity has led to soaring Hong Kong imports of agricultural products. With virtually no domestic agricultural production, Hong Kong must import nearly all of its food needs. According to U.N. data and the FAS Agricultural Trade Office in Hong Kong, total imports have more than doubled from \$3.5 billion in 1986 to greater than \$8.5 billion in 1993.

The overwhelming proportion of Hong Kong imports were consumer foods. 1992 U.N. data reveals that more than 85 percent of Hong Kong's imports were high-value products, and more than 56 percent were consumer foods. U.S. exports to the market are even

more concentrated in consumer foods. In 1993, a record of nearly \$700 million or 80 percent of total U.S. agricultural shipments to Hong Kong were consumer foods. In the first seven months of 1994, U.S. shipments of these products reached \$436 million, 21 percent ahead of the same period last year. If the present trend continues, U.S. consumer food sales to Hong Kong could exceed \$840 million in 1994.

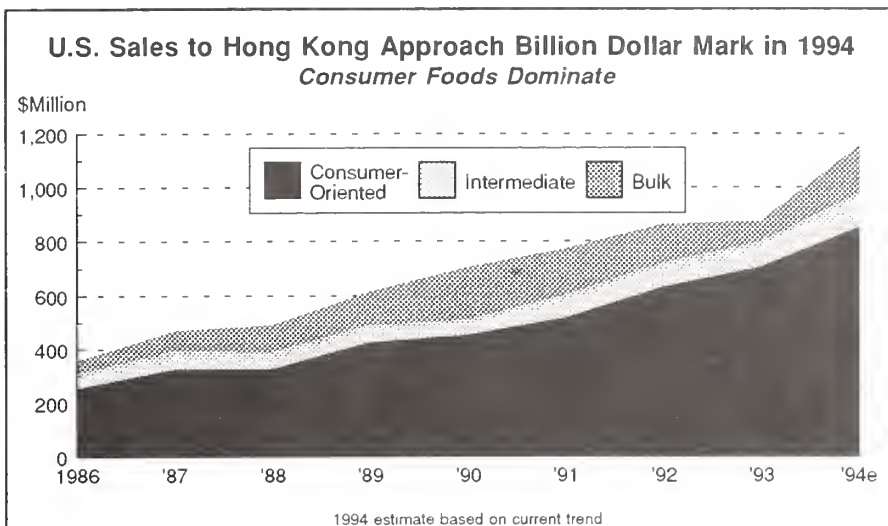
Hong Kong is the fourth largest U.S. consumer food market after Japan, Canada, and Mexico. Looking to the future, Hong Kong is expected to trail only these more populous markets as a prospect for U.S. consumer foods. One reason for Hong Kong's high ranking and high level of consumption is its continued prosperity, and rising and broadly distributed income. Hong Kong

government statistics estimated a real GDP growth rate of 5.5 percent in 1993. Per capita income in 1993 was \$19,000.

Another reason for strong sales prospects is the large number of Hong Kong residents educated overseas, particularly in the United States. Hong Kong youth educated in the U.S. tend to develop a taste preference for U.S. products and cuisine. Their older counterparts who have become Hong Kong's managers and entrepreneurs continue to look to the U.S. for familiar food products long after their schooling.

Overall, there has been a strong westernization of eating habits. This is partly seen in the rapid growth and success of American style fast food restaurants such as McDonald's, Pizza Hut, Kentucky Fried Chicken, and local Chinese versions such as Fairwoods and Cafe de Coral. There are currently more than 70 McDonald's in Hong Kong. In fact, in terms of sales gross, three of the top ten McDonald's in the world are in Hong Kong, according to a local consulting firm.

Eating out is a major pastime in Hong Kong. An estimated 45 to 55 percent of Hong Kong residents' total income is spent in the more than 8000 restaurants. Hong Kong restaurants range from dim sum shops to newly popular fast food emporiums to exclusive five star hotel dining rooms featuring the best of Chinese and international cuisine. The small size of typical apartments, and large extended families means that most Hong Kong family gatherings are in restaurants. Further driving the restaurant trade are the nearly 9 million tourists that visit Hong Kong each year. The presence of this broad mixture of western and eastern cuisine has led to tremendous market opportunities for U.S. consumer food sales, ranging from frozen french fries and beef steak to asparagus and seafood.





# ...Hong Kong

## Retail Revolution Sweeps Hong Kong

Hong Kong is a leader in the retail food revolution that is sweeping the Pacific Rim. This revolution is changing the pattern of food shopping and opening the door to tremendous opportunities for increased sales of U.S. consumer foods.

Traditionally, food shopping is done daily at the local wet market. While still important as venues for fresh fruit, vegetables and traditional Chinese dried vegetables, the wet markets are being challenged by the rapid spread of supermarkets, convenience stores and now the success of the warehouse discount store GrandMart.

The cause of the retail revolution lies in the economic prosperity of Hong Kong, the development of a large middle class, and the changing role of women in society. Nearly half of Hong Kong women work. This is the highest in Asia. One impact has been a sharp rise of household income in dual pay check families, and less time to shop in most middle income households. The net result has been convenience and time becoming major factors in shopping and

food selection decisions. In addition, the long period of rising income has led Hong Kong residents to develop a high standard of living expectations. Food is a major part of the quality of life.

## Supermarkets: A Middle Class Phenomena

There are now over 800 supermarkets and convenience stores in Hong Kong. Two supermarket chains dominate--Wellcome with 200 stores and Park 'N Shop with 190 stores. Just 20 years ago Wellcome had only seven stores. Supermarkets have brought to Hong Kong the concept of one stop shopping where a large variety of food and non food items can be purchased in one store.

Managers at Wellcome, Park 'N Shop and Kitty and Kettle say that the presence of supermarkets has brought about a change in the shopping patterns. While traditional wet market shoppers have to shop daily, because of the lack of wet market refrigeration, supermarket customers shop only twice a week. Weekend shopping has become a form of recreation. The supermarket chains are encouraging this aspect of the supermarket experience by point-of-

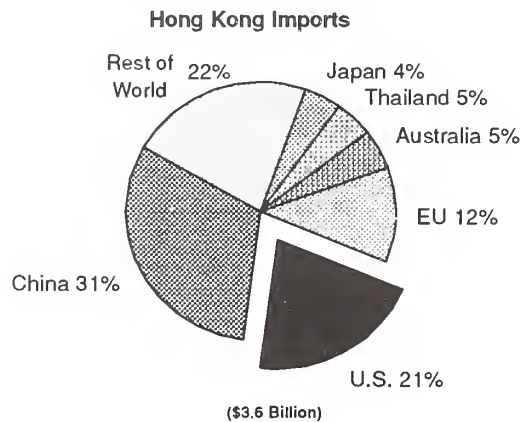
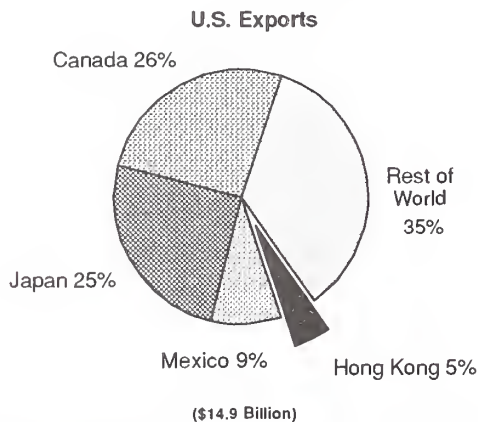
purchase promotions banners, food sampling, and heavy advertizing.

The customer profile of Hong Kong supermarkets is quite different from the traditional wet market customer. Supermarket customers are 20 to 40 years old. On site observations of customers in several supermarkets confirm this age segmentation. Most customers were women in this age bracket, who were shopping either alone, with young children, or with their spouses. Concerns over the sanitary conditions in wet markets are beginning to drive younger middle class women toward supermarket shopping.

By contrast, stalwart wet market customers are the older Hong Kong "grandmothers" who believe that fresh is not chilled but air temperature. Park 'N Shop has attempted to win over this fussiest of shopper by creating the advertising character *Mrs. Wong*. *Mrs. Wong* is in her seventies and a stickler for quality. She appears in Park 'N Shop advertisements posing as either Rambo, Marilyn Monroe or a kick boxer.

The location of most supermarkets in Hong Kong "housing estates" has been

## Hong Kong is Fourth Largest U.S. Consumer Food Market U.S. Has Second Largest Share of Hong Kong Imports



Source: Based on 1993 U.S. Bureau of the Census data and 1992 United Nations data



## ...Hong Kong

a key to their success because of the access they have provided to customers. "Housing estates" consist of a series of apartment towers containing at least 30,000 residents. Most estates have a school, mass transportation facility, wet market, and commercial center with a supermarket. Most of the housing estates built in the last ten years are in the New Territories on the Chinese mainland.

Hong Kong supermarkets are similar in appearance to U.S. supermarkets although they tend to be slightly smaller in size. The range of products is also comparable with a wide variety of fresh fruits, canned and baked goods, extensive meat and poultry, cooked chicken and hot dogs, dry goods, non food items, beverages, and an expanding selection of frozen food. Fresh vegetables are more limited since 70 percent of fresh produce is still sold in the wet market. The wet markets also provide strong competition for meat sales, with about 50 percent of meat sales still occurring in wet markets.

Convenience stores are present throughout Hong Kong. The major chains are 7-11 (341 stores), Circle K (92 stores) and MyStore (7 stores). There are also numerous individual convenience stores. Convenience stores are very small in terms of square footage. These stores carry a limited selection of goods concentrating on

beverages (beer, soft drinks, juices, bottled water), canned goods (soup and fruit), ramen noodles, snacks (confectionery, nuts, chips) and household or personal items. A typical customer appears to be young single blue-collar males and students.

### Expatriate Market

The large number of expatriates living in Hong Kong, and the large upper-middle class domestic population with international tastes has led to the development of "upmarket" food shops that specialize in high quality imported foods from around the world. These stores can be split into two categories, Japanese Department Stores with a gourmet food section and independent specialty stores. There are eight Japanese Department stores with food halls. One store, Seibu, is located in Pacific Mall, an upscale three level shopping mall on Hong Kong island that sits beneath three five-star hotels, and is adjacent to a subway station, high rise apartment buildings and Hong Kong city courts. Its food section, known as Coo Food Hall, contains international foods primarily from Japan, but also has a large cheese selection including gourmet cheeses from Wisconsin. There is a large imported beer and fruit section. The top selling products are snacks and health foods. One health food from the United States is DeBole's, a fat-free, egg-free and preservative-free pasta.

"Upmarket" specialty stores such as Oliver's and USA & Company reflect the pedigree of their owners, and the shifting composition of Hong Kong expatriates from British to American. British-owned Oliver's specializes in high quality European products. The USA & Company carries U.S. branded products often not seen in other Hong Kong stores. Product such as Haagen Daz ice cream, Ralston and Quaker Oats breakfast cereal, Kraft Cheese Wiz, and Henry Weinhard beer are carried. The USA & Company will also order any U.S. product on request from its customers.

### Grand Mart: The Discount Bombshell

While supermarkets have evolved over the last 20 years in Hong Kong, the appearance of the warehouse discount store GrandMart has rocked the retail food establishment. GrandMart is the brain child of the Ng brothers who modeled their store after the Price Club warehouse discount stores in the United States. GrandMart opened in 1993 and has quickly expanded to eight stores. It represents the convergence of two very important factors for U.S. food companies: the impact of Hong Kong residents obtaining education in the United States and the strong preference of Hong Kong consumers for U.S. branded products manufactured in the United States. GrandMart President Patrick Ng received his education in California and spent 20 years there before returning to Hong Kong. Many of his merchandising insights come from his observations during his 20 years in the United States.

The GrandMart philosophy is to supply U.S. manufactured products at a lower price to make consumer goods available to all people. This contrasts sharply with the Hong Kong agent preference for high profit margins and upper income customers. Mr. Ng observes

### Hong Kong Returns to China in 1997

There has been much discussion on the future status of Hong Kong after it returns to Chinese sovereignty in 1997. On July 1, 1997, Hong Kong, currently a British dependent territory, will be returned to China. According to the Sino-British Joint Declaration of 1984 and China's Basic Law of 1990, Hong Kong will become a Special Administrative Region (SAR) of China. As a SAR, Hong Kong's capitalist system will be guaranteed for fifty years. Hong Kong will continue to be recognized as a separate customs territory in the GATT and in the WTO.

## ...Hong Kong

that Hong Kong consumers feel that U.S. manufactured products are higher in quality than their same name counterparts made overseas. Another factor in the success of GrandMart is the growing price sensitivity of Hong Kong's middle class. Hong Kong's middle class has developed high living standards particularly in food. However, disposable income has been under constant pressure because of soaring housing costs and persistent inflation. Offering a price break and an opportunity to continue to purchase the high quality products that the Hong Kong middle class has come to expect is a recipe for success. This success has not gone unnoticed, as competitors such as M Mart opened this spring and Walmart has announced future plans to open in Hong Kong.

### Gateway to China

Not only is Hong Kong a market for its own affluent residents, but it is a gateway to the booming economy and growing urban middle class in China. There are three main factors in making Hong Kong an entry point to China. The first is Hong Kong's strategic location adjacent to the booming economic region of southern China and the Special Economic Zone (SEZ) of Shenzhen. (For more information on China, see *Agricultural Trade Highlight's Country Spotlight on China*, May 1994.) Hong Kong and Guangdong Province traders have created a distribution channel via the SEZ. The SEZ's have attracted trade because the SEZ's have tariffs that are one half the national tariff. Once in the SEZ, products easily slip into the rest of China.

Hong Kong's location also means that products are readily brought into China through unofficial channels either by truck from Hong Kong, or via small boats that easily traverse the Pearl River delta near Hong Kong. Hong Kong

harbor is one of the few ports where midchannel off-loading of cargo containers to smaller vessels is common. Normally this would be too costly. However the ease and profitability of unofficial imports appears to make it worthwhile.

Besides location, Hong Kong harbor boasts one of the most advanced deep water harbor infrastructures in the world. This is the world's busiest and largest volume container port. An estimated 9.2 million 20-foot equivalent unit containers were handled in Hong Kong harbor last year. Because of Hong Kong's location, advanced port facilities, and open economy, a well established distribution channel has evolved with exports to China flowing from Hong Kong into Guangdong Province, and to points north within China. While northern Chinese companies complain about the stranglehold Guangdong and Hong Kong traders have over imports, the existing pattern of trade is likely to continue despite greater trade liberalization by China.

A second important factor in Hong Kong being a gateway to China is the spillover effect of Hong Kong television advertising into southern China. Hong Kong television reaches the outskirts of Guangzhou. Some Hong Kong traders estimate that the bonus market from Hong Kong television is around one million additional customers. There are also tens of thousands of Chinese who commute to Hong Kong daily and are fully exposed to the affluent lifestyle and products available in Hong Kong. The third major factor is the expansion of Hong Kong supermarket chains into China. These well established chains such as Wellcome, Park 'N Shop, and Dah Chong Hong have expanded not only into the prosperous adjacent areas in southern China such as Guangzhou, and Shenzhen, but also to Beijing, and in the future to Shanghai. The product

line carried by these chains in China is similar to what they carry in Hong Kong. In one sense, the products have been test marketed for China in Hong Kong. Even the Japanese department stores chains such as Jusco are announcing plans to expand into China from their base in Hong Kong.

While it is difficult to ascertain the true amount of U.S. products moving into China via Hong Kong because of widespread unofficial imports and under invoicing at Chinese customs, Hong Kong re-export statistics indicate that roughly 20 percent of U.S. consumer foods shipped to Hong Kong are re-exported to China. Leading re-exported products in 1993 are poultry (55 percent), nuts (40 percent), and beef offals (16 percent). Nearly 58 percent of hides and skins and 66 percent of wood products shipped to Hong Kong are re-exported to China.

Hong Kong's continued economic growth, preference for U.S. consumer foods, and its role as an entry point to the larger Chinese market could lead to its emergence as the next billion dollar consumer food market for the United States in the mid 1990s.

For more information on Hong Kong, contact: LaVerne E. Brabant, ATO, Hong Kong at (011-85-2) 841-2350 or FAX (011-852) 845-0934.

*The author is with the Trade and Marketing Analysis Branch, FAS.*

*Tel: (202) 720-1034*

# U.S. Exports of Agricultural, Fish & Wood Products to HONG KONG

Calendar Years 1989 to 1994 and Year-to-Date Comparisons  
(Thousands of Dollars)

Product	Calendar Years					January–July		% Chg
	1989	1990	1991	1992	1993	1993	1994	
<b>Bulk Agricultural Total</b>	129,471	199,200 *	175,814	146,372	81,738	57,264	126,083	120.2%
Wheat	20,996	16,088	20,265	22,064 *	16,877	11,451	12,735	11.2%
Coarse Grains	88	1,227	171	1,031	330	281	417	48.4%
Rice	3,833	2,017	1,454	1,023	952	563	577	2.5%
Soybeans	178	406	467	403	654 *	376	108	-71.3%
Cotton	51,131	75,711	96,115	73,880	18,644	14,307	86,872	507.2%
Tobacco	48,992	99,577 *	50,280	41,693	29,389	21,439	14,960	-30.2%
Pulses	703	728	1,100	769	1,178 *	565	628	11.2%
Peanuts	611	662	602	697	856 *	294	485	65.0%
Other Bulk Commodities	2,937	2,785	5,361	4,811	12,856 *	7,988	9,301	16.4%
<b>Intermediate Agricultural Total</b>	62,026	54,620	84,360	89,458	93,226 *	53,451	71,301	33.4%
Wheat Flour	14	15	26	17	21	6	20	233.3%
Soybean Meal	0	0	0	186	0	0	0	NA
Soybean Oil	135	129	316	776	807	217	426	96.3%
Other Vegetable Oils	4,677	2,056	7,042	14,658 *	10,410	5,813	7,625	31.2%
Feeds & Fodders (excl. pet foods)	9,628	10,726	19,876 *	13,087	8,270	4,583	4,675	2.0%
Live Animals	742	1,363	3,399	3,503	5,945 *	1,548	1,401	-9.5%
Hides & Skins	20,097	17,144	24,571	26,613	36,757 *	24,033	30,236	25.8%
Animal Fats	456	292	740	443	761 *	566	529	-6.5%
Planting Seeds	793	1,014	2,264	2,870	2,720	1,290	2,341	81.5%
Sugars, Sweeteners & Bever. Bases	11,594	7,274	3,477	4,027	5,451	2,670	5,662	112.1%
Other Intermediate Products	13,891	14,607	22,649	23,277 *	22,083	12,725	18,387	44.5%
<b>Consumer–Oriented Agricultural Total</b>	420,827	447,445	510,768	624,652	698,038 *	362,172	436,483	20.5%
Snack Foods (excluding nuts)	12,350	14,046	14,933	18,338	30,089 *	11,271	16,309	44.7%
Breakfast Cereals & Pancake Mix	813	880	1,391	1,360	1,427	567	3,811 *	572.1%
Red Meats, Chilled/Frozen	20,822	18,289	22,216	26,531	28,978 *	13,874	16,278	17.3%
Red Meats, Prepared/Preserved	3,444	4,826	5,599	6,137	7,021 *	3,971	3,435	-13.5%
Poultry Meat	93,472	88,478	111,424	139,752	169,489 *	89,673	131,558	46.7%
Dairy Products	13,973	7,119	16,565	15,458	22,611 *	14,343	14,974	4.4%
Eggs & Products	4,502	10,835	22,843	22,534	24,749 *	13,340	16,223	21.6%
Fresh Fruit	110,052	117,253	98,822	131,545	137,199 *	76,662	78,069	1.8%
Fresh Vegetables	14,633	14,687	14,279	16,355	21,128 *	11,765	13,388	13.8%
Processed Fruit & Vegetables	32,083	31,593	42,792	52,323	60,452 *	30,547	36,361	19.0%
Fruit & Vegetable Juices	8,171	9,725	10,480	11,698 *	11,183	6,531	7,506	14.9%
Tree Nuts	8,219	10,796	21,336	31,652	36,689 *	19,245	17,612	-8.5%
Wine and Beer	10,398	12,116	19,895	12,675	23,308 *	13,882	19,234	38.6%
Nursery Products & Cut Flowers	334	244	456	461	639	213	241	13.1%
Pet Foods, Dog/Cat	1,432	1,880	2,716	3,930	5,134 *	3,246	2,421	-25.4%
Other Consumer–Oriented Products	86,127	104,677	105,021	133,905 *	117,942	53,044	59,062	11.3%
<b>Wood Products Total</b>	14,313	18,446	23,341	29,483	36,377 *	19,220	27,160	41.3%
Logs	353	188	1,879	3,646	163	22	542	2363.6%
Lumber	7,455	6,886	7,663	8,864	17,825 *	8,892	14,370	61.6%
Plywood & Panel Products	4,303	7,184	9,256	12,252 *	12,197	6,802	8,802	29.4%
Other Wood Products	2,203	4,188	4,543	4,722	6,192 *	3,504	3,446	-1.7%
<b>Fish &amp; Seafood Products Total (Edible)</b>	26,023	24,512	32,617	39,455 *	33,246	22,126	26,093	17.9%
Salmon, Whole/Viscerated	927	850	778	902	941	364	304	-16.5%
Salmon, Canned	393 *	18	55	27	42	29	34	17.2%
Crab & Crabmeat	566	443	1,374	313	691	411	175	-57.4%
Surimi (fish paste)	0	0	0	0	0	0	970 *	NA
Roe & Urchin	318	0	165	178	417 *	110	245	122.7%
Other Edible Fish & Seafood Products	23,818	23,200	30,244	38,036 *	31,155	21,212	24,366	14.9%
<b>Agricultural Product Total</b>	612,324	701,265	770,942	860,482	873,002 *	472,887	633,867	34.0%
<b>Agricultural, Fish &amp; Wood Product Total</b>	652,660	744,223	826,900	929,420	942,625 *	514,233	687,120	33.6%

Note: (\*) Highest export level since at least 1970.



# Product Spotlight: Beer

*U.S. beer exports have nearly doubled in value over the last 5 years, reaching \$215 million in 1993. Growth has occurred across a number of markets and spread beyond traditional popular brands into a variety of premium and super-premium specialty beers. With only the first 7 months of 1994 trade data reported, shipments are already poised to surpass their entire 1993 level due to particularly strong sales to Japan. At this rate of growth, exports could exceed \$300 million by the close of this year.*

**By Karen Halliburton**

The United States is the world's most efficient beer producer, according to a recent study by the McKinsey Global Institute on manufacturing productivity. The strength of the U.S. beer industry has long been its efficiency. Now, it is gaining a reputation for variety. With export sales already at or on their way to new records in 5 of the top 10 markets, the menu of U.S. beers for foreign consumers to choose from is greater than ever. They range from the mass marketed popular beers and light varieties to premium and super-premium types and malt liquors.

## Summer Heat and Retail Discounting Drive Export Boom to Japan

Japan has historically been the largest market for U.S. beer, with exports totalling \$57.7 million in 1993 and

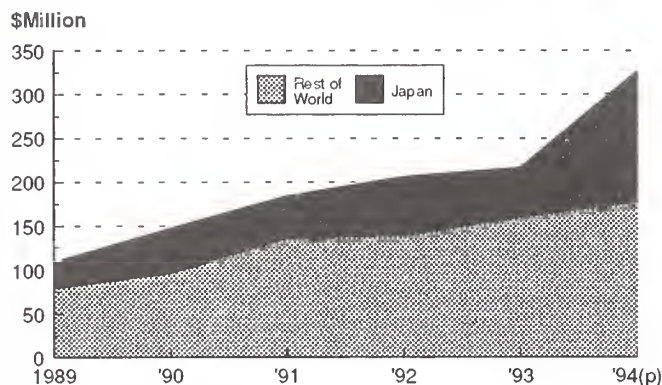
accounting for 27 percent of shipments worldwide. Although this is nearly twice the level of 5 years ago, the market's most impressive growth to date has come this year. Driven by a number of factors including Japan's unusually hot summer, discounting by Japanese retailers, and the low U.S. dollar, shipments for the first 7 months of this year alone are already \$97 million, three times their level during the same time last year. At this rate, Japan could become a \$150-million market for U.S. beer by the end of 1994, and according to media reports, imports from all sources could grow to 4 percent of Japan's total beer market.

Whether this will be an enduring trend or a short-lived phenomenon remains to be seen. If the past is any indication, it could be just the spark U.S. beer exporters have needed. In 1991,

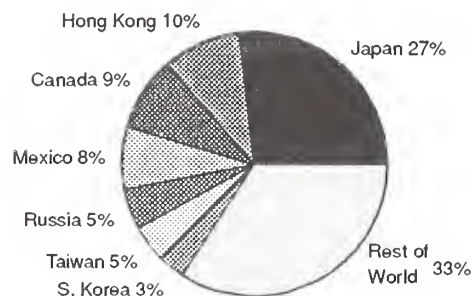
weather conditions in Japan created a similar window of market opportunity for fresh vegetables from the United States. Once in the market, even after the original conditions had dissipated, exports continued to grow and set records each year. Similarly, this year's unusually hot weather has been a window of opportunity for beer which could lead to continued U.S. sales growth in the future. Once Japanese tastes have been introduced to U.S. beers, the next step is the marketing challenge to maintain or increase those preferences and interest.

The trend that is expected to continue long after the heat wave subsides is discounting. In what many analysts are calling a "retail revolution" affecting consumer goods in general, large Japanese retailers recently began cutting the price of many imported beers, sending consumers into a buying frenzy. According to U.S. press in Japan, the price of several imported beers has dropped below \$2.00 per can, something unheard of just last year. For example, the Daiei retail chain has been selling 12-ounce cans of a Belgium brand for only \$1.28 and 7-Eleven, in an exclusive arrangement, has been selling Miller Ice imported from the United States for \$1.78 per can. With all of these changes, beers

## U.S. Beer Exports Could Exceed \$300 Million in '94 Led by Booming Sales to Japan



Note: 1994 projection based on current trend analysis



1993 Breakdown by Market



which sell in the United States as premium or super-premium are now considered discount beers in Japan.

The price revolution could engulf Japanese brands next if large retailers have their way. According to media reports, Japan's four largest supermarket chains--Daiei, Ito-Yokado, Jusco, and Seiyu--now feel they are in a position to flex their muscles with domestic brewers because of the large volume of business they do in beer. In an unprecedented move, the retailers refused to pass on all price increases by the major Japanese beer companies to consumers this past May. However, despite this progress, there is still only a small percentage of domestic beer in Japan being sold below the manufacturer's suggested retail price.

### **Microbreweries Could Soon Be Dotting the Japanese Landscape**

Reform is making its way to government regulation of Japan's beer industry as well. After years of oligopoly rule, a new law went into effect this past April allowing for the first time microbreweries to exist alongside the traditional big four beer manufacturers. Specifically, the minimum allowable production capacity of brewers has been reduced from 2000 kiloliters to 60 kiloliters per year. According to the U.S. Agricultural Trade Office in Tokyo, as of this summer, over 30 companies have applied for a new beer license. It is expected that sake producers will run the majority of the country's new microbreweries, due to the new law's requirement that firms have past technical and business experience in alcoholic beverages.

Given the uniform taste of Japan's national beers, the involvement of sake producers in small-scale beer production could have a positive influence on the spread of new tastes and preferences for

beer in Japan. Although a few national brands dominate the market, sake is produced locally throughout the country representing a variety of distinctive regional tastes and culture. What in effect are "microsake" producers could easily evolve into microbrewers. U.S. hops could be used by these new microbrewers to develop stronger-tasting European-style beers to appeal to more discriminating palates in Japan.

Imported U.S. microbeers also have niche market potential in Japan. Some are already showing up, such as chili beers where chili peppers have been added for a spicy flavor. For the most part, though, only national and regional U.S. beers have penetrated the market. In fact, according to analysis of Journal of Commerce PIERS data and press reports, Budweiser is the leading imported U.S. brand sold in Japan, with between 45 and 60 percent of Japan's foreign beer market. Even so, reports indicate that microbeer popularity has soared this summer. Anchor Steam beer is particularly popular.

### **Rising Sales to Hong Kong and Taiwan**

Although Hong Kong is considered a mature beer market, U.S. beer has been a strong seller there. U.S. exports totalled a record \$20.7 million in 1993, more than twice their 1989 level. Sales could reach \$29 million by the end of this year if current trends continue. At \$12.3 million for the first 7 months of this year, exports to Taiwan have already passed their entire 1993 level. Like in Japan, much of this growth is due to the unusually hot summer.

Most of the U.S. growth in Hong Kong has come at the expense of competitors. This began four years ago, when the two largest supermarket chains began importing lower-priced U.S. beer directly from the United States. All of Hong Kong's supermarkets and

convenience stores now sell U.S. beers, and U.S. brands now account for 50 percent of the imported beer market.

But like in Japan, the way beer is being sold is changing. Hong Kong's beer aisles are not immune to the retail changes sweeping Asia. Throughout Asia, beer is commonly sold in individual cans or bottles. However, this is changing with the appearance of hypermarkets. GrandMart, the first large warehouse store in Hong Kong, offers beer in bulk quantities. In response, Park 'N Shop, one of Hong Kong's two main supermarket chains, has begun selling beer in six-packs.

According to retailers in Hong Kong, non-alcoholic beer is a great profit opportunity because it is exempt from the excise tax on alcohol yet it is sold at the same price as regular beer. So even if sales are small, it has a much larger profit margin per unit. Its popularity is growing among consumers as well. Since the preference in Asia is for lighter tasting lager beers, the light body of non-alcoholic beer may be a positive attribute when compared to regular beers.

Boutique stores have led the way for premium beers in Hong Kong. USA & Co., known as the "USA Store," began importing brands such as Henry Weinhard and Rolling Rock around 1989. Although this particular store mostly serves the U.S. expatriate population, priding itself on ordering any product from the United States on request, it offers a perfect market entry point for stronger-tasting European-style product. Other venues for the introduction of premium and super-premium U.S. brands are five-star Western hotels and American-style pubs, such as Dan Ryan's named after a Chicago expressway, where the theme is imported American food. The gourmet food section of upscale Japanese department stores, such as

Seibu, also carry imported beers from Europe, Japan, and the United States.

Even some competing Asian beers are trying to ride on the popularity of western products in Hong Kong. Blue Girl, for example, is a Korean beer disguised as either a German or American beer. The name and picture on the label are very similar to the German brand St. Pauli Girl, but since everything is written in English, many store managers also mistake it for U.S. beer. To conceal its identity, there is no mention on the bottle or can where it is manufactured. However, poor quality control is a distinguishing feature. When the product was found in China by FAS analysts, the inside of the bottle caps were rusted.

Pabst was one of the first U.S. beer companies to enter Hong Kong. As an early entry to the market, the company was able to establish brand loyalty and a preference for lighter U.S. lagers. Price has also been a selling factor. Via its Hong Kong activities, the company was able to gain a foothold in China through a joint venture which began in 1990. Since that time, Pabst's sales in China have quadrupled and its plant's production capacity has been expanded. Pabst is currently one of the few U.S. beers produced in China, and as a tribute to the popularity of U.S. brands, is known to Chinese as "U.S. Blue Ribbon."

### **Tremendous Untapped Potential in China**

Although still small in per capita terms, China is now the world's second-largest beer consuming nation in total volume after the United States. However, according to Chinese industry insiders, total consumption is rising at 20 percent per year and production cannot keep up with demand. Therefore, many observers believe there is tremendous untapped sales potential for low-priced

beer that appeals to China's massive working class, and more upscale beers for the affluent Chinese middle-class who prefer U.S.-branded imports.

The situation in China today is very much like the U.S. beer industry in the early 1950s, when regional and local manufacturers dominated the market. This structure makes it easier for imports to compete against smaller domestic brands such as Beijing beer. However, until tariffs are lowered (currently 100 percent ad valorem), more joint ventures will be developed.

Foreign firms will bring more modern Madison Avenue advertising with them as well. Consumer advertising is already present in China. Television and newspaper ads are common, as well as slogans, such as the one for Beijing beer, "Official Beer of State Banquets." A spillover effect from Hong Kong advertising is also occurring, creating future demand through rising aspirations.

### **Strong Showing for Non-Alcoholic Beer in Korea**

At a record \$4.2 million in sales in 1993, non-alcoholic beer accounts for the majority of U.S. beer exported to Korea. This distinguishes Korea from most other U.S. beer markets. Furthermore, U.S. brands appear to be the non-alcoholic sector leader, with sales exceeding both other imports and domestics. According to the FAS Agricultural Trade Office in Seoul, growth of non-alcoholic beers has been driven by two major factors. First, "nohraebang" or small singing rooms with karaoke machines have become extremely popular in Korea. They can be found along nearly every street block in both downtown and residential areas. However, these businesses are not allowed to serve alcoholic beverages, so many people drink non-alcoholic beer instead.

Second, non-alcoholic beers provide a safe alternative to alcohol for people planning to drive. Car ownership in Korea has risen dramatically during the last decade, from more than 150 persons per car in 1980 to roughly 13 persons per car in 1992, according to Korean government statistics. With more people on the roads and because Koreans are heavy beer drinkers, the government has begun to advertise and enforce strict penalties for drinking while driving.

Although U.S. alcoholic beer exports to Korea reached a record \$2.8 million in 1993, they face much tougher competition from domestic beers than the non-alcoholic brands. The three large domestic Korean brewers account for the majority of alcoholic beer sold in the country. These companies, reportedly, have invested heavily in research and development and offer most of the innovative product line extensions available from U.S. beer manufacturers, such as lite, dry, and ice beers.

According to the FAS Agricultural Trade Office in Seoul, most Koreans generally like domestic beer better than imports because they have the impression that most imports taste bitter. However, this is more likely to be the case with European beers than lighter U.S. lagers. The U.S. brand Miller has a large presence among imports and is especially popular among the younger generation.

Another competitor for all beer consumption is soju, a locally distilled inexpensive clear liquor made from tapioa, sweet potatoes or rice which contains between 14 and 45 percent alcohol. Soju is the working man's beverage. It is cheaper than beer on the basis of its alcohol content. Generally speaking, both beer and soju are consumed during an evening of entertainment. However, price is even

more of a limiting factor for sales of imported alcoholic beers because imported beers have much higher mark-ups than domestic products.

## **NAFTA Sparks New Beer Trade**

Mexico has shown the strongest growth in the region, with U.S. export sales setting a record \$16.6 million in 1993 and on their way to a new record this year. For the first 7 months since NAFTA took effect, exports are up 66 percent over last year at this time and could finish the year at \$25-30 million.

While non-alcoholic beer sales to Canada of \$6.7 million in 1993 continue to drop from their 1991 record, shipments of alcoholic beer to Canada are showing double-digit growth so far this year compared to 1993 levels. This signals further recovery from the recent GATT dispute over beer between the United States and Canada. Sales in 1993 of \$12.5 million were less than half their 1990 level.

U.S. beers are not the only ones benefitting from NAFTA. According to media reports, interest in North American trade generated by the Agreement also has led to the recent merger of a Mexican and a Canadian beer company intent on expanding their respective positions in each other's market as well as in the United States.

## **Fine American Beers Find Acceptance in the UK**

American beers are finding acceptance among connoisseurs in the United Kingdom. Nearly \$10 million of U.S. beer was exported to there last year. Although most of the popular U.S. beers are represented, there has been a growing demand for super-premium labels. A major British newspaper recently boasted of the fine beers imported from the United States in its coverage of the Great British Beer

Festival. The author was particularly enamored by Anchor Brewing Company's Liberty Ale, citing it as "refreshingly fruity, hoppy, and complex." Although dismissing the majority of U.S. beer as a "lager wasteland," the critic went as far as to say the new range of American beers rivals many of the best British brews.

The Boston Beer Company also has established a presence in Britain with its Samuel Adams lager. According to the company's export manager, Europe (currently only the UK, Ireland, and Sweden) is both logistically and demographically right for their product because a high percentage of European consumers already have a preference for stronger-tasting upscale beers like Samuel Adams. In fact, Samuel Adams has been tested against European quality standards, and its certification under German Purity Laws is a selling point in Europe as well as in the United States.

## **Low Price and High Alcohol Content Are Selling Points in Russia**

The United States exported a record \$10.7 million of beer to Russia last year. Although most sales appear to be concentrated in the urban centers of Moscow and St. Petersburg, trade is also reaching Far Eastern Siberia. Beer is commonly sold in kiosks by street vendors and in supermarkets. Although price is the number one selling factor, one exporter has found a better combination to be a low-priced product with a high alcohol content. Evidently, Russians are willing to pay for higher alcohol content as long as it is in their general affordability range. At least one U.S. malt liquor has done well for this reason.

Despite record U.S. sales, the Russian market continues to be plagued by an unstable trading environment including

corruption and in particular erratic changes in import tariffs. This makes planning difficult when it takes at least 5 weeks for production and transportation of the product to market. Due to the high degree of market idiosyncrasies, many companies are letting brokers handle the details. However, a sign that confidence is growing in the market, one major U.S. brewer has plans to decrease its use of brokers and deal more directly with Russian buyers in the future. With most of its product currently set at lower prices, the company has plans to develop a second tier of higher-price products and begin building brands through advertising.

## **International Flights Offer Marketing Opportunity for Upscale U.S. Beers**

On a final note, the growth potential for premium and super-premium beers could be the U.S. industry's strong suit in the export arena. To this end, one potential introduction point for upscale nonmass-market U.S. beers that may have been overlooked is international airlines. International flights are an excellent means of exposing tourists and business travelers to U.S. brands. The airlines also can benefit by using upscale brands to distinguish their services from other airlines. But the truly unique advantage of this marketing venue is its captive audience and designated driver.

*The author is with the Trade and Marketing Analysis Branch, FAS.*

*Tel: (202) 690-0553*



# Trade Policy Updates

---

## **Brazil Delays Increase in Import Duties**

The Government of Brazil delayed until October 15 an increase in wheat import duties that was to become effective September 1. The higher seasonal duty (from 10 percent to 15-20 percent, depending on the CIF value) is intended to support producer prices during the marketing of the domestic crop. Since it will only affect non-Mercosul exporters, marketing of the Argentine crop would also benefit. This slightly more liberal import position may signify a preference for a lower cost import policy in balancing the need to stem inflation against domestic farm interests.

---

## **Korea Announces Feed Barley Quota**

Relaxing a long-standing ban on feed barley imports, the Korean government recently announced a feed barley import quota of 100,000 tons for this year. Korea's Uruguay Round minimum access commitment is 14,500 tons of barley in the first year, but imports are being allowed prior to UR implementation and at higher-than-minimum access level because of this year's poor Korean barley crop. Buyers and traders expect that the full quota amount will be purchased soon from suppliers that reportedly still can provide barley at prices lower than current corn prices. Korea is one of the world's leading feed grain markets, importing almost 9 million tons of corn, feed wheat, and sorghum in 1993/94.

---

## **Venezuela Imposes New Cold Storage Requirement on U.S. Apple, Pear Imports**

Without advance notification to USDA, Venezuela implemented a new cold storage requirement for U.S. apples and pears which threatens to sharply curtail traditional early season sales to that market. Venezuelan plant quarantine officials claim the cold treatment requirement was put into place last year following an importation of apples from Colombia that was infested with codling moth. However, Venezuela apparently imported more than 2,000 tons of apples from the United States in 1994 before the cold storage requirement became a problem and Venezuelan importers seem equally surprised as APHIS officials with the new requirement. APHIS officials in Caracas are working with Venezuela's quarantine service, SASA, to obtain the complete requirements for importing apples and pears. The U.S. industry, which shipped \$1.7 million of apples to Venezuela in 1993, is concerned that significant quantities of early season fresh apples for the Venezuelan market have already been shipped from packing houses and at this point cannot be cold treated.

---

## **Mexican Anti-Dumping Investigation of U.S. Pork- No Injury**

Mexican officials recently announced the results of an anti-dumping investigation of the U.S. pork industry initiated in March 1993. The trading practices of five firms in El Paso, Texas, representing a small portion of the U.S. industry, were the primary subjects of the investigation. The investigation determined that the Mexican pork producers were not injured by U.S. swine and pork imports. No countervailing duties will be applied. From January to June 1994, U.S. swine and pork exports to Mexico were nearly 27,000 head and 21,000 tons (together, approximately \$45 million), up about 25 percent and 70 percent from the same period in 1993, respectively.

---



## ...Trade Policy Updates

---

### **Extension of Transitional Certification for Seafood Sought**

A proposal before the European Union (EU) Council could create problems for U.S. seafood exports. The proposal would allow each member state (MS) to enforce both EU legislation and also individual MS legislation. While work continues on reaching an equivalency agreement with the EU on all animal product imports, the U.S. seafood control regime (as well as that of most other third countries) has yet to be approved. EU Directive 91/493 states that all seafood imports must be in conformance and must be accompanied by appropriate certificates. However, the EU has not fully implemented the Directive even in its own member states. Until recently, U.S. seafood entered Europe under a transitional agreement whereby U.S. exports were certified. The United States is seeking an extension of the currently acceptable certification procedures beyond the transition period that is slated to expire Dec. 31, 1994. The European seafood market is worth \$330 million dollars to U.S. exporters.

---

### **Taiwan Technical Talks Yield Opening of Potato Market**

Taiwan plant quarantine authorities recently agreed during technical talks with APHIS and FAS representatives to open their market to imports of seed potatoes from Alaska and table potatoes from Washington, Oregon, Idaho and California. The agreement follows several years of technical discussion and exchange of data on potato diseases and pests. U.S. exporters have been shipping almost \$10 million of frozen french fries and other processed potato products annually to Taiwan. The opening of the fresh potato market is unlikely to displace shipments of processed products because the relatively high shipping costs for fresh potatoes will restrict their use from processing to primarily fresh use. Fresh potato shipments could eventually reach \$2-3 million if restaurant and hotel demand for high quality fresh potatoes fulfills expectations.

# Market Updates

---

## **EU Farmers Force Wheat Prices Higher**

The EU Commission is struggling to control rising prices in its domestic wheat markets. Much of the price rise is due to farmers' reluctance to sell their recently harvested wheat in hopes of obtaining higher prices later in the season. Compensatory payments received by EU farmers are fixed and do not decline as domestic prices rise, thus allowing farmers to speculate on higher prices without penalty. The EU's payments for on-farm grain storage are also generous, adding an additional bonus to keep wheat on the farm. Finally, EU farmers know that intervention stocks, which the Commission has been using to dampen domestic prices, are shrinking rapidly while domestic demand remains strong.

---

## **Wheat Barter Trade Between Eastern Europe and the FSU Begins**

Barter trade arrangements for export of Eastern European wheat to the former Soviet Union in exchange for agricultural production inputs have taken place, with the reported trade of 100,000 tons of Slovak wheat for farm machinery and fertilizer. Although cash shortages would normally limit Belarus' ability to import wheat, this purchase was facilitated by trading for the fertilizer, machinery and spare parts needed by the Slovak Republic. Bulgaria and Romania also have increased wheat supplies and an ability to use barter trade with the FSU, and thus could also export significant quantities of wheat to the former Soviet Union under barter arrangements.

---

## **Indonesia Purchases U.S. Corn**

Indonesia over the past several weeks purchased over 100,000 tons of U.S. corn under GSM-102, as a result of lower U.S. corn prices and less aggressive pricing by Chinese corn exporters. These purchases of U.S. corn by Indonesia are the most significant since 1987/88. Indications are that additional purchases from the United States are likely, as long as Chinese corn remains uncompetitive. However, Chinese export prices are expected to become more attractive over the coming months, and the majority of Indonesia's 1994/95 corn import forecast of 800,000 tons is still likely to be met by China.

---

## **Rapeseed Crop Estimated Higher by Statistics Canada--Lower by Agriculture Canada**

Canadian farmers estimate they will produce 8.1 million tons of rapeseed in the 1994/95 year, up 51 percent from a year ago, according to Statistics Canada. A record seeded area and the prospect of above-average yields could push the rapeseed crop to a record. The Statistics Canada estimate was based on a survey conducted in June-July and not adjusted to reflect later field travel observations by Agriculture Canada in August. Agriculture Canada currently estimates production at 7.2 million tons. Rapeseed export levels are expected to reach at least 3.7 million tons, and may go higher, depending on the final production tally. The large Canadian crop will tend to depress prices for rapeseed, making crushing margins attractive. The Canadians have crush capacity limitations which will encourage seed exports, and much of the increased production will likely go to destinations including China, the European Union, and the United States.

---

## **Australian Wheat Production and Exports Down Due to Drought**

Australia's wheat production for 1994/95 is estimated at 11 million tons, down 38 percent from last year due to a prolonged drought in New South Wales and Queensland and recent dry conditions in Victoria and South Australia, according to Australia's Bureau of Agricultural and Resource Economics (ABARE). ABARE said that while wheat exports will be reduced, the decline will not be as great as the drop in production because of a drawdown in wheat stocks carried over from last year.

## ...Market Updates

---

### **Finland Continues to Subsidize Oat Exports**

Finland, faced with a burdensome oat surplus, plans to export 350,000 tons by the end of the year. Export subsidies totaling \$66.5 million, or \$190 per ton, will be required to move the oats onto world markets. The United States is the primary market for Finnish oats, importing an average of 300,000 tons in recent years, or about 70 percent of Finland's total oat exports.

---

### **FAB '94 Draws 4,000 Mexican Traders to See Record Display of U.S. Consumer Food Products**

FAS Administrator Gus Schumacher Jr. and Ambassador James R. Jones opened the USDA-sponsored Festival de Alimentos y Bebidas USA in Mexico City on September 6. The show, consisting of 216 booths at the Exhibimex Convention Center, was the largest exposition of U.S. consumer food products ever staged outside the United States. Exhibitors reported making an average of 10 promising business contacts during the three-day event, which attracted 4,000 Mexican trade visitors. Almost 750 new products were introduced or test marketed. Based on data provided by exhibitors, FAS estimates that the show will facilitate \$16 million in new export sales to Mexico during the coming year. Exports of consumer-oriented food and beverage products to Mexico in 1993 totaled \$1.3 billion, making Mexico the United States' third largest export market for high value food and beverages following Canada and Japan.

---

### **Drought-Stricken Australia Could Import U.S. Corn**

As a result of severely constrained domestic feed grain supplies, reports indicate that Australian feed manufacturers have begun to consider feed grain imports, most likely U.S. corn, to meet demand as early as the first quarter of 1995. Normally, livestock producers would move animals to pasture when domestic grain prices increase. But this year, with range conditions poor and domestic barley and sorghum supplies possibly available only through December, imports of U.S. corn could occur, despite costly phyto sanitary requirements and inspections. With Australian beef currently filling a sizable portion of the lucrative Asian meat export market, it is possible that the returns from maintaining livestock herds with imported grain might be larger than the costs of the imports. Australia has never imported significant supplies of feed grains.

---

### **Japanese Imports of U.S. Vegetables Register Dramatic Growth**

Japanese imports of fresh vegetables from the United States doubled in value during January-June 1994, reaching \$102.6 million. Broccoli, asparagus, onions, and head lettuce accounted for \$99.4 million of the U.S. total value, compared to \$48.2 million for the same period in 1993. According to the U.S. Agricultural Minister-Counselor in Tokyo, monthly trade flows over the past several years indicate that both broccoli and asparagus, which accounted for \$63.2 million of imports in the first half of 1994, are undergoing sustained year-to-year growth. The steady growth in broccoli imports is driven by its increasing popularity in Japan and by reasonable U.S. prices, enhanced by a strong yen. The growth in asparagus is being spurred mostly by the U.S. advantage of being able to offer a quality product during the Japanese off-season (late winter and spring). U.S. vegetable exports to the Japanese market are significantly outpacing those from competing countries. Japan's total imports of fresh vegetables from all world sources reached \$372 million for the first 6 months of 1994, up 58 percent over the same period last year.

---

### **Canadian Wheat Board Admits to Dumping**

Canadian officials have long denied allegations of unfair trade practices such as discriminatory pricing and dumping. This week, however, Canadian Wheat Board Chief Commissioner Lorne Hehn admitted that the CWB sometimes sells at discounts to world prices and Canadian domestic prices, while at times recently charging higher prices in "premium" markets. Hehn maintained that pricing differences are attributable to quality, service, and intense competition, though he said that "there's no question we do have some markets where price is a major factor."

---



# U.S. Exports of Agricultural, Fish & Wood Products to All Countries

Calendar Years 1989 to 1994 and Year-to-Date Comparisons

(Thousands of Dollars)

Product	Calendar Years					January - July		% Chg
	1989	1990	1991	1992	1993	1993	1994	
<b>Bulk Agricultural Total</b>	22,813,257	20,232,083	18,348,386	19,687,248	18,593,458	11,048,104	10,126,386	-8.3
Wheat	5,886,505	3,839,037	3,292,138	4,449,324	4,664,582	2,804,457	2,126,663	-24.2
Coarse Grains	7,738,137	7,036,717	5,722,597	5,736,599	5,000,598	2,849,604	2,440,531	-14.4
Rice	971,123	801,527	753,557	726,072	771,312	431,941	587,275	36.0
Soybeans	3,942,468	3,549,508	3,956,443	4,380,402	4,598,746	2,726,589	2,143,135	-21.4
Cotton	2,268,501	2,798,495	2,491,999	2,010,338	1,540,678	996,744	1,613,274	61.9
Tobacco	1,301,173	1,441,116	1,427,631	1,650,559 *	1,306,067	852,078	816,511	-4.2
Pulses	298,404	353,111	268,414	191,656	213,254	110,983	119,255	7.5
Peanuts	192,670	203,373	180,304	240,308	204,576	115,498	81,639	-29.3
Other Bulk Commodities	214,275	209,199	255,304	301,989	293,645	160,209	198,103	23.7
<b>Intermediate Agricultural Total</b>	8,645,875	8,573,907	8,789,224	9,231,134 *	8,973,466	5,160,653	5,282,486	2.4
Wheat Flour	257,937	182,956	184,256	184,317	205,729	142,396	127,197	-10.7
Soybean Meal	1,212,295	1,005,103	1,155,307	1,294,722	1,132,041	681,398	545,582	-19.9
Soybean Oil	358,723	312,930	222,126	376,202	363,897	183,483	186,148	1.5
Other Vegetable Oils	423,994	394,790	418,144	502,732	543,897 *	302,824	334,689	10.6
Feeds & Fodders (excl. pet foods)	1,596,995	1,572,369	1,605,732	1,722,327	1,744,163 *	1,032,717	1,003,173	-2.9
Live Animals	490,501	513,783	686,563 *	607,891	518,927	233,150	276,019	18.4
Hides & Skins	1,696,164	1,729,731	1,357,570	1,326,054	1,268,658	753,660	851,272	13.0
Animal Fats	510,153	428,729	426,824	515,214	501,702	287,193	298,104	3.8
Planting Seeds	510,214	588,723	671,655	675,011 *	619,359	357,501	364,211	1.9
Sugars, Sweeteners & Bever. Bases	409,198	572,052	634,101	573,921	567,807	301,894	372,206	23.3
Other Intermediate Products	1,179,702	1,272,743	1,426,946	1,452,744	1,507,288 *	884,637	923,884	4.4
<b>Consumer - Oriented Agricultural Total</b>	8,379,789	10,465,615	11,967,920	13,895,994	14,911,316 *	8,294,124	9,164,520	10.5
Snack Foods (excluding nuts)	364,429	530,125	633,040	829,679	1,024,643 *	524,032	579,753	10.6
Breakfast Cereals & Pancake Mix	91,881	157,882	216,802	219,762	252,993 *	143,877	163,289	13.5
Red Meats, Chilled/Frozen	2,213,602	2,394,495	2,660,267	3,112,361 *	3,055,222	1,779,550	1,820,825	2.3
Red Meats, Prepared/Preserved	100,638	135,998	165,101	181,562	220,038 *	109,942	132,034	20.1
Poultry Meat	509,426	672,888	817,913	928,464	1,100,813 *	567,562	820,228	44.5
Dairy Products	430,741	328,053	462,956	793,754	857,487 *	464,590	423,613	-8.8
Eggs & Products	90,685	101,979	143,367	139,234	139,438	76,594	89,520	16.9
Fresh Fruit	1,134,657	1,486,489	1,561,053	1,683,344	1,707,147 *	982,423	1,108,279	12.8
Fresh Vegetables	356,015	728,648	832,935	899,824	985,953 *	851,391	824,213	-4.2
Processed Fruit & Vegetables	1,003,816	1,246,753	1,394,490	1,558,121	1,639,583 *	899,649	922,059	2.5
Fruit & Vegetable Juices	291,248	375,497	385,414	461,017	469,517 *	288,967	314,923	9.0
Tree Nuts	883,332	801,120	867,704	928,531	998,246 *	411,164	525,946	27.9
Wine and Beer	206,095	266,202	315,758	369,181	379,301 *	224,080	303,435	35.4
Nursery Products & Cut Flowers	104,887	186,741	201,442	201,321	209,397 *	137,819	121,116	-12.1
Pet Foods, Dog/Cat	175,539	244,038	329,772	399,630	497,621 *	270,527	317,255	17.3
Other Consumer - Oriented Products	622,997	808,706	979,907	1,190,410	1,374,116 *	761,956	898,032	17.9
<b>Wood Products Total</b>	6,013,514	6,481,227	6,429,179	6,741,685	7,281,313 *	4,447,200	4,020,760	-9.6
Logs	2,368,026	2,388,921	2,074,432	2,140,010	2,489,560 *	1,618,520	1,311,318	-19.0
Lumber	2,040,251	2,127,895	2,203,353	2,322,491	2,449,643 *	1,467,326	1,419,593	-3.3
Plywood & Panel Products	642,703	769,983	735,227	847,867	906,397 *	532,333	529,693	-0.5
Other Wood Products	962,534	1,194,428	1,416,167	1,431,317	1,435,714 *	829,020	760,156	-8.3
<b>Fish &amp; Seafood Products Total (Edible)</b>	2,283,151	2,776,759	3,035,383	3,353,935 *	2,959,086	1,880,250	1,677,054	-10.8
Salmon, Whole/Eviscerated	729,294	666,582	436,975	681,663	583,060	389,515	259,918	-33.3
Salmon, Canned	89,744	104,276	133,644	154,401	160,416 *	88,973	63,046	-29.1
Crab & Crabmeat	253,674	363,251	431,411	448,050 *	417,660	303,050	254,235	-16.1
Surimi (fish paste)	N/A	N/A	N/A	367,827 *	274,322	131,540	136,768	4.0
Roe & Urchin	283,248	289,458	389,031	421,398 *	415,319	259,283	238,552	-8.0
Other Edible Fish & Seafood Products	947,192	1,353,193	1,644,322 *	1,280,798	1,108,309	707,890	724,533	2.4
<b>Agricultural Product Total</b>	39,838,921	39,271,605	39,105,530	42,814,376	42,478,240	24,502,881	24,573,392	0.3
<b>Agricultural, Fish &amp; Wood Product Total</b>	48,135,586	48,529,591	48,570,092	52,909,996 *	52,718,639	30,830,331	30,271,206	-1.8

Note: (\*) Highest export level since at least 1970.

N/A = not available.



# U.S. Agricultural, Fish & Wood Product Exports by Major Commodity Group

## Monthly and Annual Performance Indicators

Export Values	July		Chg	October – July		Chg	Fiscal Year			
	1993	1994		FY '93	FY '94		1993	1994(f)	1995(p)	Chg
	—\$Billion—			—\$Billion—			—\$Billion—			94/95
Grains and Feeds 1/	0.984	0.951	-3%	12.195	11.209	-8%	14.332	13.2	12.9	-2%
Wheat & Flour	0.383	0.261	-32%	4.243	3.466	-18%	4.954	4.2	4.3	2%
Rice	0.049	0.087	80%	0.637	0.796	25%	0.768	0.9	0.8	-11%
Coarse Grains 2/	0.269	0.308	15%	4.356	3.854	-12%	5.094	4.5	4.4	-2%
Corn	0.232	0.258	11%	3.611	3.223	-11%	4.251	3.8	3.8	0%
Feeds & Fodders	0.178	0.185	4%	1.854	1.917	3%	2.196	2.2	2.1	-5%
Oilseeds and Products	0.443	0.324	-27%	6.625	5.962	-10%	7.371	6.8	6.4	-6%
Soybeans	0.283	0.119	-58%	4.223	3.632	-14%	4.606	4.1	3.8	-7%
Soybean Cakes & Meals	0.050	0.070	41%	1.026	0.876	-15%	1.146	0.9	0.9	0%
Soybean Oil	0.015	0.018	22%	0.275	0.314	14%	0.327	0.4	0.3	-25%
Other Vegetable Oils	0.038	0.060	60%	0.417	0.497	19%	0.496	NA	NA	NA
Livestock Products	0.486	0.519	7%	4.928	5.135	4%	5.886	6.1	6.3	3%
Red Meats	0.260	0.265	2%	2.542	2.589	2%	3.052	3.2	3.3	3%
Hides, Skins & Furs	0.107	0.126	18%	1.058	1.153	9%	1.271	1.3	1.3	0%
Poultry Products	0.120	0.144	20%	1.077	1.410	31%	1.315	1.7	1.7	0%
Poultry Meat	0.095	0.113	20%	0.810	1.132	40%	0.994	NA	NA	NA
Dairy Products	0.068	0.057	-16%	0.721	0.699	-3%	0.891	0.9	0.9	0%
Unmanufactured Tobacco	0.094	0.062	-34%	1.310	1.137	-13%	1.443	1.2	1.3	8%
Cotton and Linters	0.113	0.224	99%	1.378	1.998	45%	1.538	2.3	2.5	9%
Planting Seeds	0.026	0.031	20%	0.584	0.546	-6%	0.664	0.6	0.6	0%
Horticultural Products	0.602	0.679	13%	6.102	6.696	10%	7.299	7.9	8.3	5%
Sugar & Tropical Products	0.128	0.156	22%	1.390	1.611	16%	1.715	1.9	2.1	11%
Wood Products 4/	0.580	0.586	1%	6.172	5.734	-7%	7.293	NA	NA	NA
Fish and Seafood Products 4/	0.465	0.367	-21%	2.421	2.249	-7%	2.928	NA	NA	NA
<b>Total Agriculture</b>	<b>3.063</b>	<b>3.147</b>	<b>3%</b>	<b>36.309</b>	<b>36.403</b>	<b>0%</b>	<b>42.454</b>	<b>42.5</b>	<b>43.0</b>	<b>0%</b>
<b>Total Ag., Fish &amp; Wood</b>	<b>4.109</b>	<b>4.100</b>	<b>0%</b>	<b>44.902</b>	<b>44.386</b>	<b>-1%</b>	<b>52.675</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>

Export Volumes	— MMT —		Chg	— MMT —		Chg	Chg			
							— MMT —			94/95
Grains and Feeds 1/	7.014	6.179	-12%	88.802	72.834	-18%	104.149	NA	NA	NA
Wheat	2.820	1.805	-36%	30.500	25.103	-18%	36.081	31.0	31.5	2%
Wheat Flour	0.075	0.135	82%	0.962	0.861	-11%	1.067	1.0	1.0	0%
Rice	0.200	0.213	7%	2.200	2.117	-4%	2.713	2.4	2.7	13%
Coarse Grains 2/	2.730	2.897	6%	43.123	32.805	-24%	50.100	38.7	42.8	11%
Corn	2.319	2.361	2%	35.737	27.246	-24%	41.766	32.0	36.5	14%
Feeds & Fodders	1.002	0.957	-4%	10.082	10.040	-0%	11.885	11.9	12.1	2%
Oilseeds and Products	1.642	1.044	-36%	26.918	20.646	-23%	29.408	23.4	26.2	12%
Soybeans	1.162	0.465	-60%	18.911	14.107	-25%	20.400	15.8	18.1	15%
Soybean Cakes & Meals	0.249	0.363	46%	5.110	4.169	-18%	5.653	4.6	4.8	4%
Soybean Oil	0.027	0.026	-4%	0.546	0.495	-9%	0.644	0.6	0.6	0%
Other Vegetable Oils	0.060	0.082	36%	0.703	0.690	-2%	0.824	NA	NA	NA
Livestock Products 3/	0.236	0.234	-1%	2.382	2.413	1%	2.811	NA	NA	NA
Red Meats	0.075	0.088	18%	0.751	0.830	11%	0.903	1.0	1.1	10%
Poultry Products 3/	0.093	0.112	21%	0.816	1.143	40%	1.012	NA	NA	NA
Poultry Meat	0.090	0.109	21%	0.784	1.110	41%	0.974	1.3	1.4	8%
Dairy Products 3/	0.044	0.046	2%	0.399	0.467	17%	0.467	NA	NA	NA
Unmanufactured Tobacco	0.014	0.010	-27%	0.211	0.177	-16%	0.231	NA	NA	NA
Cotton & Linters	0.084	0.143	69%	1.040	1.439	38%	1.163	1.6	1.6	0%
Planting Seeds	0.017	0.064	275%	0.513	0.453	-12%	0.556	NA	NA	NA
Horticultural Products 3/	0.441	0.465	5%	5.951	6.090	2%	6.090	6.8	7.1	4%
Sugar & Tropical Products 3/	0.107	0.094	-12%	1.102	0.910	-17%	0.910	NA	NA	NA
<b>Total Agriculture 3/</b>	<b>9.693</b>	<b>8.391</b>	<b>-13%</b>	<b>128.133</b>	<b>106.574</b>	<b>-17%</b>	<b>146.796</b>	<b>125.6</b>	<b>134.7</b>	<b>7%</b>

Notes: 1/ Includes pulses, corn gluten feed and meal; 2/ includes corn, oats, barley, rye and sorghum;

3/ includes only those items measured in metric tons; 4/ items not included in agricultural product totals.

FY 1994 forecasts (f) and FY 1995 projections (p) are based on USDA's "Outlook for Agricultural Exports," published August 26, 1994.

**U.S. Agricultural Export Value by Region**  
**Monthly and Annual Performance Indicators**

	July			October–July			Fiscal Year		
	1993	1994	Change	FY '93	FY '94	Change	1993	1994(f)	Change
	–\$Billion–			–\$Billion–			–\$Billion–		
<b>Western Europe</b>	0.371	0.376	1%	6.647	6.037	–9%	7.439	6.8	–9%
European Union 1/	0.341	0.340	–0%	6.257	5.629	–10%	6.964	6.3	–10%
Other Western Europe	0.030	0.035	17%	0.390	0.408	5%	0.475	0.5	5%
<b>Central &amp; Eastern Europe</b>	0.021	0.017	–18%	0.411	0.262	–36%	0.465	0.3	–35%
<b>Former Soviet Union</b>	0.075	0.066	–12%	1.285	1.290	0%	1.435	1.5	5%
<b>Asia</b>	1.207	1.345	11%	13.311	14.815	11%	15.866	17.4	10%
Japan	0.657	0.648	–1%	7.034	7.796	11%	8.430	9.4	12%
China	0.006	0.128	1994%	0.294	0.667	127%	0.317	0.7	121%
Other East Asia	0.391	0.403	3%	4.130	4.361	6%	4.932	5.2	5%
Taiwan	0.156	0.129	–17%	1.655	1.780	8%	1.998	2.2	10%
South Korea	0.169	0.176	4%	1.728	1.688	–2%	2.041	1.9	–7%
Hong Kong	0.066	0.097	48%	0.735	0.891	21%	0.878	1.0	14%
Other Asia	0.153	0.167	9%	1.854	1.992	7%	2.187	2.2	1%
Pakistan	0.001	0.001	–4%	0.172	0.205	19%	0.236	0.3	27%
Philippines	0.046	0.039	–15%	0.449	0.451	0%	0.511	0.5	–2%
<b>Middle East</b>	0.133	0.129	–3%	1.578	1.388	–12%	1.856	1.7	–8%
Israel	0.046	0.038	–18%	0.312	0.300	–4%	0.363	0.4	10%
Saudi Arabia	0.018	0.025	40%	0.365	0.391	7%	0.429	0.5	17%
<b>Africa</b>	0.160	0.143	–11%	2.265	1.777	–22%	2.593	2.1	–19%
North Africa	0.081	0.103	27%	1.360	1.184	–13%	1.587	1.4	–12%
Egypt	0.044	0.040	–9%	0.620	0.471	–24%	0.727	0.6	–17%
Algeria	0.022	0.038	73%	0.371	0.501	35%	0.428	0.7	64%
Sub-Saharan Africa	0.079	0.040	–50%	0.904	0.593	–34%	1.006	0.7	–30%
<b>Latin America</b>	0.622	0.592	–5%	5.784	5.877	2%	6.813	7.0	3%
Mexico	0.355	0.371	5%	3.128	3.306	6%	3.621	3.9	8%
Other Latin America	0.267	0.220	–17%	2.655	2.570	–3%	3.192	3.1	–3%
Brazil	0.017	0.013	–27%	0.197	0.186	–6%	0.231	0.2	–13%
Venezuela	0.031	0.016	–48%	0.424	0.343	–19%	0.498	0.4	–20%
<b>Canada</b>	0.427	0.437	2%	4.370	4.360	–0%	5.202	5.2	–0%
<b>Oceania</b>	0.039	0.037	–4%	0.363	0.410	13%	0.453	0.5	10%
<b>World Total</b>	3.063	3.148	3%	36.310	36.404	0%	42.454	42.5	0%

Note: 1/ Formerly known as the European Community (EC–12).

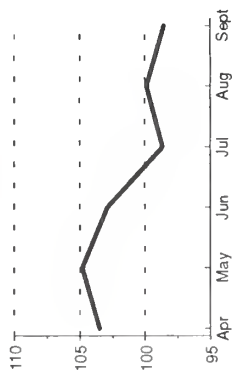
FY 1994 forecasts (f) are based on USDA's "Outlook for U.S. Agricultural Exports," published August 26, 1994.

# Exchange Rate Movements Of Major World Currencies Vis-a-Vis U.S. Dollar -- Daily Spot Quotations & Monthly Averages

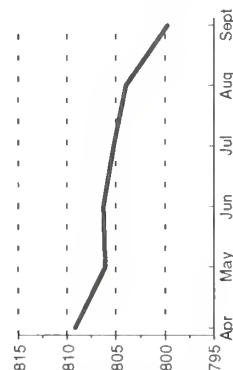
Currencies	Current Rate 9/19/94	Month Ago 8/19/94	Year Ago 9/93	% Change Year Ago 9/93
Japanese Yen				
South Korean Won				
Canadian Dollar				
Mexican Peso				
Hong Kong Dollar				
European ECU				
Argentine Peso	.99	.99	.99	0.00
Australian Dollar	1.3475	1.3532	1.5380	-12.39
Brazilian Cruzeiro real	.85	.89	.69	23.19
Canadian Dollar	1.3503	1.3771	1.3218	2.16
Hong Kong Dollar	7.7270	7.7275	7.7321	-0.07
Japanese Yen	98.55	98.50	104.55	-5.74
Mexican Peso	3.4035	3.3405	3.1060	9.58
Taiwan Dollar	26.23	26.39	26.54	-1.17
South Korean Won	799.70	804.30	810.50	-1.33
European ECU	.81215	.81726	.84710	-4.13
-British Pound	.6369	.6450	.6527	-2.42
-French Franc	5.2905	5.2760	5.6205	-5.87
-German Mark	1.5488	1.5377	1.6110	-3.86

NOTE: Exchange rates are daily spot quotes as of 3:00 PM Eastern Time, September 19, 1994.  
Source: TEAD/ITP/FAS Exchange Rate Database and Wall Street Journal.

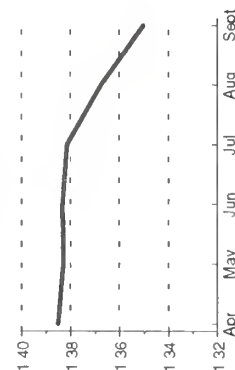
Japanese Yen



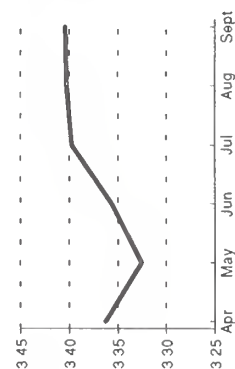
South Korean Won



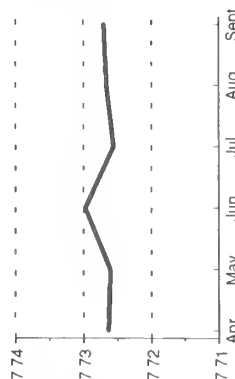
Canadian Dollar



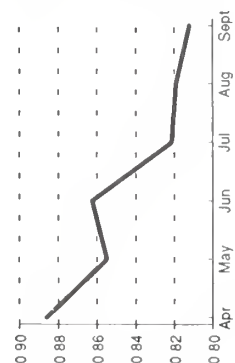
Mexican Peso



Hong Kong Dollar



European ECU





# What Every Exporter Should Know

*An informative audio cassette kit,  
including the Foreign Agricultural  
Service's Food and Agricultural  
Export Directory*



***In this 6 hour cassette program, you'll learn how to:***

- decide if your firm is ready to export.
- assess your product's export potential.
- select a sales strategy.
- reach buyers overseas.
- find the right person to distribute your product.
- customize your product for foreign consumers.
- test your product and your packaging.
- find out about foreign import rules and regulations.
- get information and help with shipping.

- make sure you get paid.
- showcase your product at international events.
- tailor your sales approach to the customs of the marketplace.
- tap into Federal and State programs and services that can help you compete more effectively.

*Plus, you'll learn scores of tips on how to improve your sales prospects, avoid mistakes, and build lasting relationships with buyers overseas.*

***Order Now.*** The price is only **\$50!**

Quantity \_\_\_\_\_ kits @ \$50.00 each.

Total: \$ \_\_\_\_\_

Outside U.S.:

Quantity \_\_\_\_\_ kits @ \$65.00 each.

Total \$ \_\_\_\_\_

☐ Check/money order for \$ \_\_\_\_\_ enclosed.  
Make checks payable to: **Blackbourn, Inc.**

Charge my: ☐ MasterCard ☐ Visa

Account #:

Expiration Date:     Prices include shipping and handling.  
Allow 4-6 weeks for delivery.

***Mail your order to:***

Blackbourn, Inc.  
(A Division of Fey Industries)  
5270 West 84th Street  
Suite 500  
Bloomington, MN 55437

***Phone in your order:***

(612) 835-9040

***Fax your order:***

(612) 835-9060,  
Attn: Tom Scherkenbach

Signature: \_\_\_\_\_

***Please send to:***

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_



# NTIS Order Form For FAS Subscriptions

U.S. DEPARTMENT OF COMMERCE  
Technology Administration  
National Technical Information Service  
Springfield, VA 22161

## For RUSH Service—Call 1-800-553-NTIS

RUSH service is available for an additional fee.

To order subscriptions, call (703) 487-4630.

TDD (For hearing impaired only), call (703) 487-4639.



**(703) 487-4630**

or Fax this form to (703) 321-8547

To verify receipt of your Fax order,  
call (703) 487-4679.

## Payment

☐ Charge my NTIS Deposit Account \_\_\_\_\_

Charge my ☐



Account No. \_\_\_\_\_

Exp. \_\_\_\_\_ Cardholder's name \_\_\_\_\_  
(Please print)

Signature: \_\_\_\_\_  
(Required to validate all orders)

☐ Check/Money order enclosed for \$ \_\_\_\_\_  
(Payable in U.S. dollars)

**Return Policy:** To inquire about the NTIS return policy, please call the NTIS Subscription Section at (703) 487-4630.

**Single Copies:** To order single copies, call our Sales Desk at (703) 487-4650.

## Ship to Address

Date \_\_\_\_\_

Company \_\_\_\_\_

Attention \_\_\_\_\_ Title \_\_\_\_\_

Last Name \_\_\_\_\_ First Initial \_\_\_\_\_

Suite or Room Number \_\_\_\_\_

Full Street Address Required \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

( ) ( )

Telephone number \_\_\_\_\_ Fax number \_\_\_\_\_

## Subscription Price Schedule Foreign Agricultural Service (FAS) Publications

No. of Subscriptions	Order No.	Titles	Prices*		
			Domestic	Foreign	Total
_____	PB95-970600LJX	Agricultural Trade Highlights (12 issues)	\$ 50.00	\$ 80.00	_____
_____	PB95-970700LJX	Tropical Products (Coffee, Tea, Cocoa, Spices Essentials Oils) (4 issues)	22.00	44.00	_____
_____	PB95-970800LJX	Cotton: World Markets & Trade (12 issues)	60.00	112.00	_____
_____	PB95-970900LJX	Dairy, Livestock & Poultry: U.S. Trade & Prospects (12 issues)	78.00	174.00	_____
_____	PB95-971000LJX	Dairy Monthly Imports (12 issues)	50.00	80.00	_____
_____	PB95-971100LJX	Livestock & Poultry: World Markets & Trade (2 issues)	14.00	22.00	_____
_____	PB95-973900LJX	Dairy: World Markets & Trade (2 issues)	14.00	22.00	_____
_____	PB95-971200LJX	All 28 Dairy, Livestock & Poultry reports	136.00	278.00	_____
_____	PB95-971300LJX	Grain: World Markets & Trade (12 issues)	70.00	140.00	_____
_____	PB95-971400LJX	World Horticultural Trade & U.S. Export Opportunities (12 issues)	70.00	140.00	_____
_____	PB95-971500LJX	Oilseeds: World Markets & Trade (12 issues)	76.00	152.00	_____
_____	PB95-971600LJX	U.S. Planting Seed Exports (4 issues)	38.00	96.00	_____
_____	PB95-971700LJX	Sugar: World Markets & Trade (2 issues)	14.00	16.00	_____
_____	PB95-971800LJX	Tobacco: World Markets & Trade (12 issues)	66.00	154.00	_____
_____	PB95-971900LJX	World Agricultural Production (12 issues)	75.00	120.00	_____
_____	PB95-973400LJX	Wood Products: International Trade & Foreign Markets (5 issues)	42.00	92.00	_____
_____	PB95-973500LJX	Monthly Summary of Export Credit Guarantee Program Activity (12 issues)	50.00	80.00	_____
_____	PB95-973600LJX	U.S. Export Sales (52 issues)	175.00	320.00	_____
_____	PB95-973700LJX	AgExporter Magazine (12 issues)	34.00	42.00	_____

**Prices are subject to change.**  
The NTIS Subscription Section (703) 487-4630  
can provide pricing verification.

\* Prices include first-class delivery for domestic;  
airmail delivery for foreign.

**GRAND TOTAL**

Please PRINT or TYPE

**UNITED STATES DEPARTMENT OF AGRICULTURE**

Foreign Agricultural Service

Room 4644-S

WASHINGTON, D.C. 20250-1000

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE, \$300

FIRST-CLASS MAIL  
POSTAGE & FEES PAID  
USDA-FAS  
WASHINGTON, D.C.  
PERMIT No. G-262

If your address should be changed \_\_\_\_\_ PRINT  
OR TYPE the new address, including ZIP CODE and  
return the whole sheet and /or envelope to:

FOREIGN AGRICULTURAL SERVICE. Room 4644-So.  
U.S. Department of Agriculture  
Washington, D. C. 20250

**Important Notice to Readers --**

This publication is a product of the Trade and Economic Analysis Division, Foreign Agricultural Service, U.S. Department of Agriculture, Room 3059-South Building, AG Box 1026, Washington, D.C. 20250-1026. Questions on the subject matter of this report should be directed to Karen Halliburton at (202) 690-0553.

*Agricultural Trade Highlights* Staff includes:

Production Assistants

Paula Lane

Anne Player

Note: The United States Department of Agriculture (USDA) prohibits discrimination in its programs on the basis of race, color, national origin, sex, religion, age disability, political beliefs and marital or familial status. (Not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (braille, large print, audiotape, etc.) should contact the USDA Office of Communications at (202) 720-5881 (voice) or (202) 720-7808 (TDD).

To File a complaint, write the Secretary of Agriculture, U.S. Department of Agriculture, Washington, D.C., 20250, or call (202) 720-7327 (voice) or (202) 720-1127 (TDD). USDA is an equal opportunity employer.